

**Programs
Branch**

**User
Report**



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EVALUATION OF NATIONAL
CRIME PREVENTION WEEK
1986

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EVALUATION OF NATIONAL CRIME PREVENTION WEEK 1986

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SUMMARY

National Crime Prevention Week (NCPW), held November 2-8, 1986, was evaluated by means of a national Gallup poll and a questionnaire mailed to those individuals or organizations which requested and received Ministry materials for the Week. The results of these surveys complement each other, providing two different perspectives in the evaluation of the NCPW.

The surveys show that most Canadians (80%) were aware of NCPW, more than in 1985. The police were more involved than other groups in crime prevention but there was a higher participation than the previous year from other groups such as business. In general, participants were well satisfied with the timeliness, quantities and quality of Ministry materials sent to them.

Overall, NCPW was well administered in terms of high quality and timely distribution of the materials. The surveys show that NCPW was successful in increasing awareness of crime prevention. Compared to 1985, there appeared to be, among the public, a trend towards greater participation in, and perception of higher responsibility for crime prevention. These encouraging signs may at least partially be attributed to NCPW.

INTRODUCTION

National Crime Prevention Week (NCPW) was held during November 2-8, 1986. This report assesses its operation and its impact as indicated by two surveys: a national survey conducted by Gallup, and a participant survey conducted by this Ministry. The methodology adopted was similar to the evaluation of NCPW 1985 (Programs Branch User Report No.1986-37).

The results of this assessment will be used in developing plans for future National Crime Prevention Weeks and for ongoing crime prevention activities.

METHOD

National Survey

The Gallup organization was commissioned to include four questions related to NCPW in their December 1986 national omnibus survey. The questions were identical to those used in 1985, thus allowing the comparison of results for the two years. The poll was conducted on December 3-4, 1986, approximately one month after the Week. A total of 1026 adults, 18 years of age and over, were personally interviewed in their homes across Canada. The results are

subject to a sampling error of plus or minus 4 percentage points (19 times out of 20).

The questions were designed to determine: (1) the level of awareness of NCPW; (2) the source of this awareness; (3) the degree of responsibility that individuals, community groups, police departments and governments are perceived to have in crime prevention initiatives; and (4) the level of participation in crime prevention programs or activities over the past year (see Appendix 1 for the questions).

Participant Survey

A six page questionnaire (Appendix 2) was mailed to 1344 individuals and organizations who had requested Ministry materials for the Week. The questions were designed to describe: types of organizations involved; degree and type of participation; media coverage during the Week; satisfaction with Ministry materials; and perceived impact of the Week.

The questionnaires were mailed in late December 1986. A total of 210 questionnaires were completed and returned by the end of February 1987. The response rate was 15.6%, as compared to 35.6% in 1985.

Because this response rate was so much lower than the previous year, a telephone follow-up was undertaken to find out whether the participants actually received the questionnaires (see Appendix 3). It was discovered that, based on the sample of the telephone follow-up, a majority of the participants did not receive the questionnaire. However, most participants who received a questionnaire returned it.

Of the 210 respondents who returned the questionnaires, three quarters (75%) had previously participated in NCPW. The respondents were all from regions of Canada. The police represented the largest group (29%). The next largest group was business (17%). This is a major increase from last year, as business only represented 3% of the respondents in 1985. Table 1 shows types and location of respondents in the participant survey.

Table 1.
TYPE AND LOCATION OF RESPONDENTS
- Participant Survey -

ORGANIZATION	Number	%
Police	60	28.6
Business	35	16.7
Non-community justice group	22	10.5
Community justice group	20	9.5
Federal Government	19	9.0
Professional Association	14	6.7
School/College	11	5.2
Provincial Government	8	3.8
Municipal Government	4	1.9
Library	2	1.0
Other	15	7.2
TOTAL	210	100.0

REGION	Number	%
Atlantic	29	13.8
Quebec	36	17.1
Ontario	70	33.3
Prairie	26	12.4
British Columbia	35	16.7
Territories	3	1.4
Unknown	11	5.2
TOTAL	210	100.0

RESULTS

The results of the national and the participant surveys are grouped into four sections. The first examines overall awareness of the Week. The second section describes activities and publicity during the Week. The third section analyzes the degree of satisfaction with Ministry materials produced for the Week. The last section examines the impact of the Week and ongoing crime prevention activities by Canadians.

Awareness of NCPW

According to the national survey, NCPW appears to be well known among Canadians. Four out of five Canadians (80%) had heard about the Week (Table 2), 6% higher than the results in 1985. This suggests that promotion of NCPW was a success.

Table 2.
HEARD OF NATIONAL CRIME PREVENTION WEEK
- National Survey -

	TOTAL (n=1026) %	Atlantic (n=90) %	Quebec (n=270) %	Ontario (n=386) %	Prairies (n=170) %	B.C. (n=110) %
Yes	80.3	86.9	66.4	79.7	92.5	91.3
No	18.5	10.0	31.7	19.0	7.5	8.7
Don't know	1.2	3.0	1.9	1.3	0.0	0.0
Yes (1985)	74.2	79.0	53.9	79.5	87.0	83.8

Regionally, NCPW was most well known in the Prairies and in British Columbia (over 90%), and least well known in Quebec (66%). Nevertheless, this 66% represented a marked improvement over the 54% in 1985.

Among different population groups, the proportion who had heard about the Week was higher among English speaking respondents (87%) than among French speaking respondents (67%); and was also higher among high education and high income groups.

The national survey provides an additional indication of the effectiveness of different information sources in informing the public about NCPW (Table 3). Television was cited as the most common source from which the public first heard of the Week (56%), followed by radio (36%), and newspaper (34%). The figures for different sources were similar to those in 1985, except for a higher figure for newspapers as a source of public awareness.

Table 3.
 WHERE FIRST HEARD ABOUT NATIONAL CRIME PREVENTION WEEK
 (n=820)
 - National Survey -

Information Source	Percent (1986)	Percent (1985)
Television	56.1	54.7
Radio	35.7	36.4
Newspaper	34.2	26.9
School/Children's School	6.4	4.9
Community Events	6.3	3.4
Other	4.9	4.4
Don't know	2.2	2.5
TOTAL*	145.9	133.2

* The total is greater than 100% because respondents were asked to identify all information sources that applied.

Regional differences were apparent. Figures were higher for radio and for school in the Atlantic region, and for newspaper in Ontario.

Activities and publicity during NCPW

Information on the activities organized during NCPW was based on the questionnaires from the participant survey. Because police generally take the most active part in crime prevention, police and non-police groups were analyzed separately.

Participants in NCPW were asked to identify all activities which their organization had undertaken during the Week. In general, the results (Table 4) were similar to those of 1985, except for a slightly higher level of participation by non-police groups and an increased proportion that organized conferences and workshops. For both police and non-police groups, the most common activity was distribution of information. This is to be expected because all participants had requested some NCPW materials from the Ministry.

Table 4.
ACTIVITIES INITIATED DURING NATIONAL CRIME PREVENTION WEEK
- Participant Survey -

	Police (n=60) %	Non-police (n=150) %	TOTAL (n=210) %
Information Distributed	65.0	80.0	75.7
Window/Mall Display	43.3	49.3	47.6
Conference/Seminar/Workshop	46.7	26.7	32.4
Media Feature	50.0	22.0	30.0
Award Programs	23.0	12.0	15.2
Poster/Essay Contest	10.0	7.3	8.1
Other	16.7	10.0	11.9
AVERAGE NUMBER OF ACTIVITIES	2.5	2.1	2.2

In comparison, police were more likely to initiate somewhat more substantial activities such as conferences and media features, while non-police groups were more likely to organize smaller scale activities such as the distribution of information and window displays. Police were also

involved in more activities than non-police groups. The average number of activities was 2.5 and 2.1 respectively.

The participants were also asked to estimate the number of persons reached through their NCPW activities (Table 5). It can be observed that the police generally reached more people than non-police groups, as more than half of the non-police groups reached fewer than 500 persons.

Table 5.
ESTIMATED NUMBER OF PERSONS REACHED THROUGH
INITIATED ACTIVITIES
- Participant Survey -

	Police (n=60) %	Non-police (n=150) %	TOTAL (n=210) %
Less than 500	38.2	54.8	50.2
500 - 999	20.0	15.1	16.4
1,000 - 4,999	20.0	10.3	12.9
5,000 - 9,999	3.7	3.5	3.5
10,000 - 19,999	9.1	3.5	5.0
20,000 and over	9.1	13.1	11.9

The participant survey also asked about the use of publicity in terms of media involvement during the Week. The results were similar to those in 1985 (Table 6). Close to half of the groups contacted the media and close to half reported receiving some media coverage. Media publicity was twice as common for police (70%) than for non-police groups (35%). Newspaper was the major media covering NCPW, followed by radio and television.

Table 6.
 MEDIA COVERAGE OF NATIONAL CRIME PREVENTION WEEK ACTIVITIES
 - Participant Survey -

	Police (n=60) %	Non-police (n=150) %	TOTAL (n=210) %
Media contacted (1986)	70.0	34.7	45.1
(1985)	73.4	29.9	48.1
Receiving coverage (1986)	70.0	35.6	46.7
(1985)	63.6	28.0	42.9
Newspaper	68.4	32.1	43.7
Radio	46.7	19.4	28.0
Television	23.4	10.8	14.8

NCPW Materials

NCPW participants were asked to evaluate Ministry materials sent to them in terms of timeliness, amount and content.

A vast majority of NCPW participants (93%) said they received the materials in time. Most reported that the quantities received were right (Table 7). The problem, if any, was in the number of posters received.

Table 7.
 AMOUNT OF MATERIALS SENT TO PARTICIPANTS
 - Participant Survey -

	Planning Guide (n=167) %	Good Neighbour Book (n=184) %	Poster (n=179) %
Too Little	2.4	7.6	10.6
Right Amount	91.6	83.2	79.3
Too Much	6.0	9.2	10.1

In terms of content, over 90% were either very satisfied or satisfied with the information provided, content, and style of the Planning Guide and the Good Neighbours Book. The Good Neighbours Book appeared to be the most well received. The satisfaction with the design of the poster was slightly lower (81%) than the other two but still high. Table 8 summarizes the result.

Table 8.
SATISFACTION WITH MATERIALS SENT TO PARTICIPANTS (n=210)
- Participant Survey -

	Very Satisfied %	Satis- fied %	No Opinion %	Unsatis- fied %
Planning Guide:				
Information provided	34.8	59.7	4.4	1.1
Content and style	32.0	61.1	5.1	1.7
Good Neighbours Book:				
Information provided	51.0	45.3	2.1	1.6
Easy to understand	50.8	45.4	2.2	1.6
Poster:				
Design	31.7	49.7	6.6	12.0

The participants were also asked whether they had used other materials for NCPW. More than half (55%) gave a positive response. The materials used were mostly their own or those from the local police and provincial government (Table 9).

Table 9.
USE OF OTHER MATERIALS
- Participant Survey -

	Percent (n=204)
No other materials used	44.6
Own materials	29.5
Local police	29.5
Provincial Government	16.2
Federal Government	7.6
Local Government	1.9
Other	7.1

As a whole, the Ministry materials were sent out in time and were well received.

Impact of NCPW and Ongoing Crime Prevention Activities

NCPW participants were asked whether they perceived any change in people's use of crime prevention methods because of the Week. Two thirds (65%) gave a positive response, 6% a negative response, and 29% a non-response. This amounts to 91% positive response among those who responded, indicating a perceived effectiveness of the Week (Table 10).

Table 10.
PERCEIVED IMPACT OF THE WEEK (n=210)
- Participant Survey -

Change in the use of crime prevention methods:

	Overall %	% of those responded
Some change	65	91
No change	6	9
Non-response	29	--

Change in number of crimes:

	Overall %	% of those responded
Increase	15	27
No change	10	17
Decrease	33	56
Non-response	42	--

NCPW participants were also asked whether they perceived any change in the number of crimes as a result of the Week. More than half (56%) thought there was a decrease in crime; 17% responded no change; and 27% reported an increase (Table 10). It is difficult to understand why more than one quarter of the respondents perceived an increase in crime because of the Week. However, based on some of the written comments related to the question, it is obvious that some respondents misunderstood the question and thought the question referred to crime prevention methods instead of crime. Thus the response to this question cannot be meaningfully interpreted.

An indirect impact of NCPW may be a change in people's attitudes toward the responsibility for crime prevention. The national survey asked respondents who they believed had responsibility for crime prevention (Table 11). Naturally, the police departments were believed to have the greatest responsibility. Over 90% thought the police had quite a lot or a lot of responsibility. Nevertheless, almost three quarters indicated that the individual, the community, and the government also share a lot of responsibility. Further, the figures represent an increase over those in 1985, indicating a trend toward perceiving greater responsibility in crime prevention by all levels of society.

Table 11.
DEGREE OF RESPONSIBILITY FOR CRIME PREVENTION
ATTRIBUTED TO FOUR LEVELS OF SOCIETY (n=1026)
- National Survey -

	Individual %	Community %	Police Departments %	Governments %
Quite a lot	46.3	32.7	71.5	48.7
A lot	30.2	43.1	19.1	24.5
Not too much	20.3	17.4	7.1	20.6
None at all	1.6	1.9	0.8	3.3
Don't know	1.6	4.8	1.4	3.0

Total answering "Quite a lot" or "A lot":

In 1986	76.5	75.8	90.6	73.2
In 1985	71.5	69.6	89.0	68.0

As for public participation in crime prevention activities, the national survey found that 60% of Canadians had engaged in at least one type of crime prevention activity in 1986, 5% higher than in 1985 (Table 12). The proportion was highest in the Prairies (67%) and lowest in the Atlantic region (53%).

Table 12.
PERCENTAGE OF RESPONDENTS INDICATING PARTICIPATION IN OR
HAVING DONE RELATED CRIME PREVENTION ACTIVITIES (n=1026)
- National Survey -

Activity	Percent (1986)	Percent (1985)
Improved home security	36.6	31.4
Improved personal security	24.9	19.3
Neighbourhood Watch	24.8	20.0
Operation Identification	15.2	14.0
Block Parent	11.0	7.6
Rural Crime Watch	0.1	0.1
Other	0.4	0.3
AVERAGE NUMBER OF ACTIVITIES	1.9	1.7
None of the above	39.9	44.1
Don't know/Not stated	0.2	0.9

The most common activities were "improved home security", "improved personal security", and participation in Neighbourhood Watch. Regionally, Quebec respondents indicated a relatively high level of improved home and personal security. The Atlantic region respondents indicated a low involvement in Neighbourhood Watch and Block Parent (Table 13).

Table 13.
 PERCENTAGE OF RESPONDENTS INDICATING PARTICIPATION IN OR
 HAVING DONE RELATED CRIME PREVENTION ACTIVITIES, BY REGION
 - National Survey -

Activity	ATL	QUE	ONT	PRA	BC
Improved home security	34	48	33	33	28
Improved personal security	15	37	20	27	18
Neighbourhood Watch	10	26	26	30	24
Operation Identification	16	14	14	19	17
Block Parent	8	12	11	12	11
Rural Crime Watch	0	0	0	1	0
Other	1	1	0	1	0
AVERAGE NUMBER OF ACTIVITIES	1.6	2.2	1.8	1.8	1.8
None of the above	47	38	41	33	45
Don't know/Not stated	0	0	1	0	0

REGIONS: ATL - Atlantic (n=90)
 QUE - Quebec (n=270)
 ONT - Ontario (n=386)
 PRA - Prairies (n=170)
 BC - British Columbia (n=110)

Participation in crime prevention activities was greater for high education and high income groups, and was greater in large cities than in small cities and rural areas. Of the three formally organized activities, Neighbourhood Watch was most popular, followed by Operation Identification and Block Parent.

Another indicator of public participation in crime prevention activities was the year-round involvement in those activities by NCPW participants (Table 14). Over 90% of the police agencies reported involvement in on-going activities. The proportion for non-police groups was lower

(73%), but much higher than in 1985 (55%).

Table 14.
CONTINUOUS INVOLVEMENT IN CRIME PREVENTION ACTIVITIES
- Participant Survey -

	Police (n=60) %	Non-police (n=150) %	TOTAL (n=210) %
School Presentations	90.0	30.0	47.1
Operation Identification	70.0	22.0	35.7
Anti-shoplifting programs	56.7	24.7	33.8
Block Parents	68.3	16.7	31.4
Media advertisement	65.0	14.7	29.1
Anti-vandalism programs	51.7	18.7	28.1
Neighbourhood Watch	46.7	13.3	26.7
Child Identification	53.3	13.3	24.8
Drinking & Driving campaigns	61.7	10.0	24.8
Security checks	45.0	12.7	21.9
Senior Citizen Programs	41.7	10.0	19.1
Operation Provident	48.3	4.0	16.7
Rural Crime Watch	28.3	4.7	11.4
Other	15.3	21.3	19.1
AVERAGE NUMBER OF ACTIVITIES	7.4	2.2	3.7
No continuous involvement (1986)	8.3	27.1	21.6
(1985)	2.4	44.6	26.8

Police agencies were involved in a greater number of activities. Of the 14 types of activities listed in the questionnaire, police agencies reported an average of 7 and non-police groups 2.

Finally, it is encouraging that more than half of the participants reported an increase in crime prevention activities in 1986, compared to only 3% that reported a decrease (Table 15). One third (33%) of the participants indicated that they planned to do a special follow-up to the

Week's activities and almost all (99%) of them expressed interest in participating in NCPW again in 1987 (Table 16).

Table 15.
CHANGE IN LEVEL OF PARTICIPATION IN CRIME PREVENTION
ACTIVITIES OVER THE PAST YEAR
- Participant Survey -

	Police (n=60) %	Non-police (n=150) %	TOTAL (n=210) %
Increased	57.6	53.6	54.8
Same	42.4	42.9	42.7
Decreased	0.0	3.6	2.5

Table 16.
FUTURE PARTICIPATION OF THE WEEK (n=210)
- Participant Survey -

Will do special follow-up:

	Overall %	% of those responded
Yes	30	33
No	59	67
Non-response	11	--

Will participate next year:

	Overall %	% of those responded
Yes	95	99
No	1	1
Non-response	4	--

CONCLUSIONS AND RECOMMENDATIONS

The two surveys conducted for NCPW provided useful information on the Week and the achievement of its objectives, namely, increasing awareness of, and involvement in crime prevention. They showed that NCPW is quite well known among Canadians, as four-fifths said they were aware of the Week. However, Quebec residents and French-speaking Canadians were less aware of the Week.

As for activities during the Week, the police were more active and more involved than non-police groups. They also organized more substantive activities such as conferences.

As for NCPW materials, most participants found them to be timely, of appropriate quantities, and of good quality. The poster and planning guide seemed to be slightly less well received and may require some improvement.

Results concerning the impact of NCPW were encouraging. There appeared to be an increase in crime prevention activities because of the Week. More than half of Canadians were involved in some crime prevention activities, although mostly of an individual nature rather than community organized activities. However, involvement was lower in the Atlantic region, in small cities and rural areas, and among low education and low income groups. For NCPW participants, over three quarters were involved in some on-going crime prevention programs.

Compared to 1985, Canadians had higher awareness of crime prevention and saw themselves as having greater responsibility in crime prevention at all levels of society including the individual.

The following are recommendations based on the results of the surveys:

(1) Given the similarity of results from 1985 and 1986, it will be sufficient to conduct a National survey every two to three years. A Gallup poll in 1987 might be appropriate if different information were needed.

(2) Because of the mailing problems related to the participant survey, the inclusion of the questionnaire with planning and information materials should be considered. This would reduce administrative and mailing costs and possibly increase respondent recall and response rate.

(3) The questionnaire for the participant survey appears sufficient in covering major aspects in the evaluation of the Week. However, the question on the change of crime was ambiguous and should be deleted or at least modified.

(4) The surveys demonstrated lower awareness of the Week in Quebec, among French speaking Canadians, and among low education and low income groups. In terms of participation in crime prevention activities, it was lower

in the Atlantic region, in small cities and rural areas, and among low education and low income groups. Special measures could be designed to reach these groups.

(5) Some participants suggested the design of materials for younger children, and the use of buttons, stickers, and book marks. These measures should be considered.

(6) Many participants commented that earlier planning would help in the overall achievement. Distribution of materials earlier should be considered.

APPENDIX 1

QUESTIONS FOR NATIONAL GALLUP SURVEY

1. Have you ever heard of 'National Crime Prevention Week'?

2. Looking at this list, could you tell me where you first heard about 'National Crime Prevention Week'?

Radio
TV
Newspapers
Community Events
School/Children's School
Other
Don't know

3. How much responsibility do you think each of the following have in terms of crime prevention, quite a lot, a lot, not too much, or none at all?

Individuals?
Community groups?
Police departments?
Governments? (Federal/Provincial/Municipal)

4. Looking at this list, could you tell me if you, or anyone in your household has participated in, or done any of the following in the past year?

Neighbourhood Watch
Block Parent
Operation Identification
Improved home security
Improved personal security
Other
None of the above

APPENDIX 2
PARTICIPANT QUESTIONNAIRE

**NATIONAL CRIME PREVENTION WEEK 1986
EVALUATION QUESTIONNAIRE**

The Ministry of the Solicitor General and Canadians for Crime Prevention are currently evaluating National Crime Prevention Week 1986. Your assistance, both in evaluating the Week, and in offering ideas for the future, will help us plan with you, more effective ways of promoting community crime prevention in Canada. This year, we have included some questions about your group's ongoing crime prevention activities, as well as, your personal perceptions regarding the Week.

It is important to receive as much input as possible. We would therefore appreciate your giving copies of this questionnaire to other participants in the Week who might not have received one. We would also appreciate your including samples of materials prepared specifically for use in your community (press clippings concerning local activities; service club or company bulletins which mention National Crime Prevention Week; pictures of local activities; etc.) when you return the questionnaire.

Your name and group/organization will be used for possible follow-up purposes only. They will not be entered in a data bank which we intend to create as part of the evaluation of the Week.

Identification

Name (optional): _____

Group/Organization: _____

City/Town: _____ Province: _____

Participant Profile

1. Which of the following best describes your group or organization?
(please check one)

- | | | | |
|---|-----|-----------------------------|-----|
| 1. Member of parliament | [] | 7. Professional Association | [] |
| 2. Community group:
criminal justice | [] | 8. Library | [] |
| 3. Community group:
non-criminal justice | [] | 9. Municipal Government | [] |
| 4. Business | [] | 10. Provincial Government | [] |
| 5. School/College | [] | 11. Federal Government | [] |
| 6. Police | [] | 12. Other (please specify) | [] |
- _____
- _____

2. Is this the first year your organization has participated in National Crime Prevention Week?

Yes [] No [] Don't Know []

- 3a. Is your organization involved in crime prevention activities throughout the year? Yes [] No [] Don't Know []

(If No or Don't Know, go to Question 4)

- 3b. If Yes, please check all that apply:

- | | | | |
|------------------------------|-----|---|-----|
| 1. Neighbourhood Watch | [] | 8. Media advertising | [] |
| 2. Block Parents | [] | 9. Rural Crime Watch | [] |
| 3. Operation Identification | [] | 10. Home/Cottage/Business security checks | [] |
| 4. Operation Provident | [] | 11. Child Identification | [] |
| 5. School Presentations | [] | 12. Drinking & Driving campaigns | [] |
| 6. Anti-Vandalism programs | [] | 13. Senior Citizen Programs | [] |
| 7. Anti-shoplifting programs | [] | 14. Other (please specify) | [] |
-
-

4. Has the level of participation of your group in crime prevention activities, over the past year:
- | | |
|--------------------|-----|
| increased, | [] |
| remained the same, | [] |
| decreased | [] |

5. Is your group involved in a community coordinating committee on general crime prevention? (Do not include specific crime prevention program committees, e.g. Neighbourhood Watch groups)
- Yes [] No [] Don't Know []

Week Activities

6. Which of the following activities or events did your group initiate or participate in during National Crime Prevention Week?

- | | |
|-----------------------------------|-----|
| 1. Conference/seminar/workshop | [] |
| 2. Window/mall/other display | [] |
| 3. Competition (eg. poster/essay) | [] |
| 4. Media feature | [] |
| 5. Distribution of information | [] |
| 6. Awards program | [] |
| 7. Other _____ | [] |

7. How many people do you estimate that your group reached through these activities?

- | | | | |
|------------------|-----|--------------------|-----|
| 1. 1 - 100 | [] | 5. 5,001 - 10,000 | [] |
| 2. 101 - 500 | [] | 6. 10,001 - 20,000 | [] |
| 3. 501 - 1,000 | [] | 7. Over 20,000 | [] |
| 4. 1,001 - 5,000 | [] | 8. Don't Know | [] |

8. Did your group focus on any of the following themes? (please check all that apply, and list any which may not be included)

- | | | | |
|---------------------|-----|------------------------------------|-----|
| 1. Violent Crime | [] | 6. Elderly | [] |
| 2. Property Crime | [] | 7. Women | [] |
| 3. Drug Abuse | [] | 8. Street-proofing for children | [] |
| 4. Impaired driving | [] | 9. General Crime prevention issues | [] |
| 5. Youth | [] | 10. Other _____ | [] |

9. Did your group contact the media regarding your activities or events? Yes [] No [] Don't Know []

- 10a. Did your group's activities receive any media coverage? Yes [] No [] Don't Know []

(If No or Don't Know, go to Question 11)

- 10b. If Yes, (check all that apply)

Radio [] Television [] Newspaper [] Don't Know []

Promotional Materials

11. Did the materials that we sent arrive in time for your planned activities?

Yes [] No [] Don't Know []

12. Were you satisfied with the quantities of materials sent?

Planning Guide

Good Neighbours Booklet

Posters

Too much	[]	Too much	[]	Too much	[]
Right amount	[]	Right amount	[]	Right amount	[]
Too little	[]	Too little	[]	Too little	[]
Don't Know	[]	Don't Know	[]	Don't Know	[]

13. With respect to these materials, please rate the following:
(check one answer for each question)

<u>Planning Guide</u>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Don't Know</u>	<u>Unsatisfied</u>	<u>Very Unsatisfied</u>
information provided?	[]	[]	[]	[]	[]
content and style?	[]	[]	[]	[]	[]

Good Neighbours Booklet

information provided?	[]	[]	[]	[]	[]
easy to understand?	[]	[]	[]	[]	[]

Posters

design?	[]	[]	[]	[]	[]
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- 14a. Did you reproduce any of the camera-ready artwork provided in the Planning Guide? Yes [] No [] Don't Know []

(If No or Don't Know, go to Question 15)

- 14b. If Yes, please describe how you used it: _____

- 15a. Did your group prepare or use any other information materials
(other than those provided by this Ministry) as handouts?
Yes [] No [] Don't Know []

(If No or Don't Know, go to Question 16)

- 15b. If Yes, where did you get them?

1. Prepared by your own group []
 2. Local police []
 3. Provincial government []
 4. Local government []
 5. Other federal government []
 6. Other (please specify) []
-
-

Perceived Impact of the Week

16. Do you think that National Crime Prevention Week changes people's
use of crime prevention methods?
Yes [] No [] Don't Know []

17. To what degree do you think that crime prevention education and
participation have contributed towards a change in the amount of
crime in your community?

- Increase []
No Change []
Decrease []
Don't Know []

18. Do you feel that crime prevention methods have influenced the
incidence of any of the following crimes? (please check all that
apply)

	<u>Increased</u>	<u>No Change</u>	<u>Decreased</u>	<u>Don't Know</u>
1. Violence against persons	[]	[]	[]	[]
2. Household theft	[]	[]	[]	[]
3. Personal theft	[]	[]	[]	[]
4. Vandalism	[]	[]	[]	[]
5. Vehicle theft	[]	[]	[]	[]
6. Shoplifting	[]	[]	[]	[]
7. Drugs	[]	[]	[]	[]
8. Robbery	[]	[]	[]	[]
9. Other (please specify)	[]	[]	[]	[]

19a. Does your group plan to do a special follow-up to the Week's activities?

Yes [] No [] Don't Know []

(If No or Don't Know, go to Question 20)

19b. If Yes, please tell us what the follow-up will be?

20. Does your group plan to participate in National Crime Prevention Week next year? Yes [] No [] Don't Know []

Other

21. We would very much like to hear about any successful or less successful crime prevention approaches, or innovations in your community that took place during the Week or the past year.

22. Comments or suggestions: _____

IMPORTANT: If possible return by December 1, 1986 to:

National Crime Prevention Week
340 Laurier Avenue West
Statistics Division, Solicitor General Canada
Ottawa, Ontario
K1A 0P8

Please use the accompanying self-addressed business reply envelope.

THANK YOU VERY MUCH FOR YOUR ASSISTANCE

APPENDIX 3

TELEPHONE FOLLOW-UP

In view of the low response rate of 15.6% as compared to 35.6% in 1985, a telephone follow-up was carried out. A random sample of 51 telephone numbers was selected from the material order forms. The sample was restricted to those who included their phone numbers on the order forms. Further, only those where a particular person requested the materials were selected. The sample includes different types of organizations and covers different regions of Canada. The calls were made on February 1-11, 1987, about 3 months after the Week.

If the person selected could not be contacted the first time, the number was called again. If the person could not be contacted the second time, no more calls were made and the result was recorded as "not found".

Of the 51 phone numbers that were called, 30 persons were found and 21 not found. Of the 30 that responded, 21 said they did not receive the questionnaire; one was not sure; and eight said they had received it. Seven of the eight persons said they returned the questionnaire.

The follow-up indicates that most NCPW participants did not receive the questionnaires but those who received the questionnaires were likely to return them.

This situation was brought to the attention of Department of Supply and Services which is responsible for the standing offer with the mailing contractor.

APPENDIX 4

PARTICIPANT COMMENTS

I would like to see more emphasis on vehicle theft information. It would also be nice to see a "security" book published by the Sol Gen. Keep up the good work -- very much appreciated. (Ontario)

Production d'une affiche plus efficace et plus saisissante pour l'an prochain. Bon travail, à l'an prochain. L'affiche était de bonne qualité et attrayante pour les jeunes mais son manque d'impact de "punch" nous a un peu déçu, elle était peut-être trop discrète.

It is difficult to assess any specific program for this institution because it is a correctional facility. Many of the questions are really not applicable. Participation as an institution is limited only to general notification to staff and making available posters and booklets.

Unfortunately Crime Prevention Week clashed with Libraries Week in this province. We had major library promotions all that period and had no time to cover crime prevention other than display posters and distribution of booklets. I feel this will be an annual problem. (British Columbia)

A very good program but little feedback from our employees.

Consider a crime prevention work theme. Material produced could be used throughout the year. (Ontario)

I would like to see more handouts designed for the younger children. (Alberta)

Il est un peu tard de nous remettre le matériel quelques semaines avant l'événement. Aussi, la quantité est trop petite pour une division de 11,000 employées. Que les médias soient plus informés et présents, que le matériel soit plus la quantité, soit plus éloigné de la semaine "Santé Sécurité" que beaucoup de gens confondent. (Québec)

We could organize our courses and activities around Crime Prevention Week but need to organize in August or September. (British Columbia)

On doit tenter une autre formule pour intéresser les citoyens.

J'aimerais recevoir plus de dépliants concernant tous les volets de prévention du crime dans notre milieu (ex: du même genre que "les bons voisins"). (Québec)

The Radio supplied and staffed with police reps; Block Parents; Victim Service Volunteers; a roving Crimebusters van. Visited several malls. Chamber of Commerce held Police Appreciation Week in conjunction with NCPW. (British Columbia)

Next year our organization intends to take a more active part in the Crime Prevention Week. (Ontario)

The City Police Department produced some good pamphlets on Babysitting, Women Alone, Seniors, etc., but had limited numbers to distribute. Could some of their educational materials receive support from you? (Nova Scotia)

Have the material out approximately 2 months to enable proper planning of activities. (Ontario)

The crime prevention materials arrived early this year. As a result, a longer preparation time was available. (Ontario)

The buttons that were sent out previous years were effective. Include them next year. (British Columbia)

Nous remarquons que selon le degré de marketing qui se fait, la population manifeste de plus en plus le désir d'adhérer et de s'impliquer dans les programmes de prévention. (Québec)

We have our best showing in the local schools, with young children who are easy to reach and very impressionable. (Nova Scotia)

The local RCMP officer said he was amazed by the interest shown in Crime Prevention Week. I am sure it was stimulated by your comprehensive press packages. We plan to participate next year! (British Columbia)

Malheureusement, la prévention n'est pas une tradition. De plus, un changement d'attitude et de comportement de la part de la population et même des intervenants s'avèrent un long processus. Par contre, nous devons continuer à "prêcher" dans la rue. (Québec)

A mon avis il serait bon de publiciser la prévention du crime sur 52 semaines. Au lieu de dépenser ces sommes sur une semaine en particulier. De plus nous sommes noyé de différent programme tant du fédéral que du provincial, il serait alors bon que les deux échellons de gouvernement se

concertent dans le but d'augmenter les possibilités d'implantation de programme de prévention ainsi que d'augmenter les budgets alloués à ceux-ci. (Québec)

A handout that children would be interested in reading. The format turned the children off -- it looked like a report that their parents would read and therefore they didn't bother to read it. (Newfoundland)

Collaboration et aide remarquable du Comité de Prévention -- excellente collaboration et communication et motivation -- disponibilité de la D.GSP. Suggestions -- Préparer un calendrier en sécurité publique et prévention pour planification 1987. (Québec)

Public has to be more involved in initiating crime prevention programs. They seem to leave it all to police. (Nova Scotia)

Increase these very positive initiatives. (Ontario)

Direct higher attention to youth crime as this is our major problem -- drugs, cars, booze, B and E, and vandalism. (British Columbia)

Our department could use approximately 5,000 pamphlets on drugs for the year 1987 and as always cost is a major factor.

I would really like to see a badge with your theme on it sent to each school child across Canada for next year's activities. (Newfoundland)

I don't think the community was involved enough this year. Last year there was way more involvement. The Block Parent program isn't enough to promote crime prevention. (Northwest Territories)

Crime statistics seem to increase and decrease in spite of any crime prevention programs. (British Columbia)

Buttons/stickers are very popular in rural areas. It would be nice to have these available. (Alberta)

Despite repeated attempts to educate people on crime prevention, there are still many people who leave their homes unlocked and their keys in their car's ignition, when unattended. Store owners are reluctant to report shoplifting incidents when a culprit is caught. (New Brunswick)

Keep plugging. (Alberta)

When you have another \$13,000 to spend on crime prevention, contact our local crime prevention committee and receive input from them. They could put on an excellent program as they are in tune as to what has been done, where we are, where we want to go, and what has to be done. (Yukon)

Au cours de l'année nous avons renover une vieille autobus et nous avons fait un salon de prévention qui nous a permis de ce rendre dans les parcs et les rues de nos cartiers. (Québec)

Good Neighbours was a very good book. (British Columbia)

Week of crime prevention too late to do anything specific -- need at least 3 weeks ahead -- unable to use materials sent. (Ontario)

The RCMP were inclined not to do anything special during this week as they prefer to wait for Police Week! It is difficult to get things going without their enthusiasm. (British Columbia)

Perhaps the calendar could be marketed in smaller format, i.e. old fashioned wall hanging calendars or desk calendars. Present poster not conducive to home use. (New Brunswick)

The materials provided were very well received within our community. (Nova Scotia)

Crime prevention week should be given more coverage in the future and the local police should be encouraged to take a more active role in publicizing the crime prevention ideas. (Newfoundland)

Posters need more impact, colours too neutral. (British Columbia)

The question of armed robbery has become very very serious and must be addressed by all concerned. Failure to do so will result in very serious consequences. (Alberta)

Il est merveilleux de pouvoir être apte par la collaboration du gouvernement federal être capable de diffuser la sensibilisation à la semaine de la prévention du crime. (Québec)

The information which you sent us was very helpful, thank you and have a safe Christmas and a Crime Free New Year. (Ontario)

Needs greater publicity and local coordination. (Ontario)

Vous assurer qu'au moins un policier parle a tous les éleves. (Nouveau Brunswick)

L'obtention d'une cassette vidéo pour la promotion de la semaine serait vraiment très appréciée. Nous pouvions l'utiliser en pre-campagne et durant la semaine. Je ne l'ai pas trouvé d'une grande évidence. Il était trop complexe avec tous ces visages. (Québec)

We find it very difficult to practice crime prevention without some sort of law enforcement being present. (Newfoundland)

Concevoir des jeux de sécurité -- genre Victime-O-Test. Fournir vidéos modernes et professionnels. Félicitations pour le poste: excellent et merci. Affichage le long des routes. (Québec)

Your publicity should be more aggressive. Your publications are very good, as far as they go. It would be very helpful to have videos on the specific types of crime (themes). As retail theft is over 1 billion dollars a year and there are few films available, Canadian films on shoplifting, internal theft and systems controls would be extremely useful to all retailers. (Ontario)

It was a successful year, hoping to help next year. (New Brunswick)

Instead of posters, bilingual book cards (book marks) would enable us to advertise most effectively through the schools reaching some 10,000 or more people. A minimum quantity of posters mailed directly to town/city halls, Chambers of Commerce, media, etc. would help. Money spent on more practical and useful articles -- key rings, colouring books for distribution to all elementary school children, buttons. (Quebec)

La seule façon dont nous participons a la prévention du crime est en affichant les posters qui nous sont fournis et en laissant à la disposition de la clientèle les brochures d'information. Nous travaillons également en collaboration avec la Sureté municipale de notre localité en ce qui a trait a la distribution d'information. (Ontario)

Offrir d'avantage en terme de subvention communautaire et miser moins sur la "paperasse" viser vers la communauté. Des intervenants ont plus d'impact en terme de prévention que de la documentation écrite ... (Québec)

Greater lead time in involvement. (British Columbia)

The workshop was a great idea and should be expanded. (New Brunswick)

Conferences sur la drogue, vandalisme etc... (Quebec)

If possible, more media coverage on a national level to make people more aware of NCPW. (Alberta)

I thought the poster did not come across to the child, next year I plan to hold a poster contest and workshop in the school, also I would be grateful if you would send some posters and materials on anti-shoplifting and drinking and driving campaigns. (British Columbia)

Good program, keep it up, well organized! Anything helps: crime costs too much! (Saskatchewan)

We would very much like to see info booklets, posters, buttons, etc. geared toward 'business' crime prevention, i.e. shoplifting posters and buttons; employee theft info. Also we would like more info and stats on crime and crime prevention which can be used for editoril purposes for the media. (Alberta)

Funding to facilitate crime prevention activities would be very useful to the non-profit organizations. (Ontario)

We suggest that a more direct approach towards carrying a theme message by used regarding posters. The present form and art work are not considered as suitable to the message that crime prevention week should give. The 1985 poster depicting the police and family together is an excellent example to be used. (Quebec)

Possible use of videos -- cost permitting, versus pamphlets which are widely distributed but poorly digested. Colouring book, themes for children go over very well. (Alberta)

Publicité générale via la presse écrite ou parlée fut a peine perceptible. Je n'ai rien vu pour promouvoir adéquatement cette promotion. (Québec)

You might find the attached bulletins that we shared with our field teams of interest. (Ontario)

We have an ongoing crime prevention watch in our hospital. It seems to help. Every employee reports anything that seems to be out of the ordinary. (Ontario)

Il faut continuer (Québec)

We are trying to motivate business people in becoming more crime prevention oriented. It has not been easy. Any suggestions gratefully accepted. (British Columbia)

I believe the material is very comprehensible and is an extremely useful tool in getting the message of crime prevention across to the general public. (Saskatchewan)

As of Dec. 1, 1986, still waiting for original shipment of "Good Neighbours Booklets" which were ordered in July 1986. (British Columbia)

Information received serves a valuable purpose. (Nova Scotia)

Perhaps more paraphernalia (lapel pins and buttons, flags, banners, arm bands, etc.) could be used to promote the awareness of the Week's existence prior to the actual week and target youngsters, parents and others and heightening their awareness of the Week's function and goals. (Ontario)